

# Talladega Superspeedway



## SUMMARY

### • LOCATION

Lincoln, AL

### • FACILITY SCOPE

2.66 miles of raceway with capacity for over 143,000 attendees

### • OBJECTIVES

Talladega's management sought to update their loudspeaker capabilities to keep pace with changes in how races are presented throughout the industry.

### • BIAMP SOLUTION

Community loudspeakers

### • OUTCOME

By implementing Biamp's R SERIES loudspeakers from its Community line, Chris Ogles of Sound Solutions was able to give the iconic speedway the powerful speakers it deserves.

### • EQUIPMENT

- Community R.5HPT loudspeakers
- 50 Community R.5SUB subwoofers

The Talladega Superspeedway, located in Talladega County, Alabama, is one of America's most famous racetracks. Originally built in 1969, Talladega's grandstands can accommodate 143,231 fans, and the infield holds thousands more.

The racetrack hosts two of NASCAR's Sprint Cup Series races annually, which take place in the spring and fall. Talladega has seen some of NASCAR's most exciting races through the years. The track runs 2.66 miles long and four lanes wide. The grandstand seating area on the track's west side is one mile long.

NASCAR races have changed in recent years, and racetracks and their sound systems are changing along with them. "Races have become events," said Chris Ogles of Sound Solutions in Oxford, Alabama. "It's not just about the race, it's about the pre-race entertainment. You have A-level national acts coming out now and doing pre-race concerts."



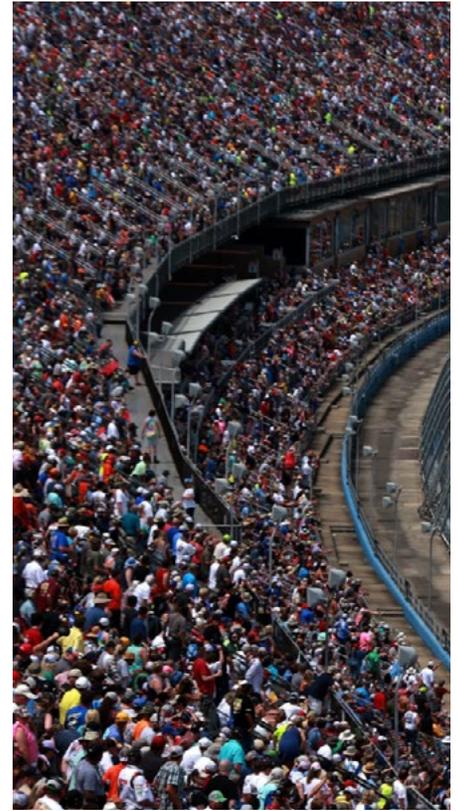
**It's not just about the race, it's about the pre-race entertainment.**

**CHRIS OGLES**  
Sound Solutions  
Oxford, Alabama

## SOLUTION

When Talladega Superspeedway replaced its wheel fence, it seized the opportunity to install new loudspeakers on poles behind this barrier. The track had previously mounted horn speakers on the fence. The change improves sight lines for spectators and eliminates a potential safety problem should a car crash into the fence.

Success at facilities like Michigan International Speedway and Atlanta Motor Speedway gave Biamp's Community loudspeakers a proven track record in these applications. But the sheer size made the project challenging. Ogles considers Community's R SERIES "the right speaker for the job" for several reasons. First of all, the three-way R.5HPT produces tremendous output. The weather resistance of the R SERIES was also important. While Alabama doesn't have harsh winters, it receives its share of severe thunderstorms, humid summers, and extreme weather. Furthermore, the R.5HPT's compact size helped enhance Talladega's fan experience. "When you put a 16x16 inch box on top of a 12-foot pole, sight lines aren't really impacted," said Ogles. "There are other manufacturers out there that make great loudspeakers, but the box is three times that size."



**The fan is getting a true concert experience no matter where they're sitting on the lower level at Talladega.**

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Sound Solutions  
Oxford, Alabama

## CONCLUSION

Ogles and his team encountered no major obstacles during the installation, which included 101 R.5HPT's and 50 R.5SUB subwoofers. The new system has received rave reviews and made a night and day difference in sound quality, according to Ogles. There is a huge impact during pre-race concerts. "The fan is getting a true concert experience no matter where they're sitting on the lower level at Talladega."

### ABOUT BIAMP

Biamp is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

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